REPORT ON SURVEY OF 36 COLLEGES MAINTAINING FM RADIO STATIONS AS OF DECEMBER 15, 1961

1. WDUQ -- Duquesne University - B. Kendall Crane, faculty director, replied and offered to visit Lehigh for any personal assistance... he reported that Duquesne owns a non-commercial license.... the university operates the station at a cost of $30,000 a year, including four full-time salaries...management and two engineers are professional ...the station is staffed by students, principally radio-tv majors... programming is for the general public and is on a cultural-enrichment-educational-information basis...he said, "unless you're prepared to win the field of rough competition, stay with the educational license." ...station reaches a 35 mile radius.

2. WUNC -- University of North Carolina - Robert L. Hilliard, director of radio, replied...he reported that financial support stems from the university's department of radio, television and motion pictures, special contributions by commercial broadcasters of the state, and from grants made by friends...a student is station manager, who is selected by department of radio...a non-commercial license is used...programming is such that no duplication of programs that are carried by commercial stations occurs...station reaches a 120 mile radius.

3. WSOU -- Seton Hall University - Al Paul Klose, director of radio, replied...he reported that the university subsidizes the entire operation...the management of the station is in faculty hands to insure continuity of management and trained personnel...programming material is limited only by available talent...station covers a radius of 60 miles...he concluded, "we are licensed as non-commercial, but you may very well wish to apply for a commercial allocation."... he lists several advantages of both: "for non-commercial operation: no problems with billing, accounts, commercial management; no need for advertising department; no problems in servicing clients...for commercial operation: income provides some assistance and students can benefit from sales training."

4. College of William and Mary -- Carl G. Balson, director of radio-TV, replied...he reported that new personnel are trained by faculty and senior students, which maintains good staff continuity plus good recruitment...Faculty advisor keeps control of finances but program decisions are left to the students...a non-commercial license is maintained...coverage is campus and hometown...station operation basically falls under the Fine Arts Department...he suggests a full-time engineer be employed.

5. WAER -- Syracuse - Ruane B. Hill, general manager, replied... General Electric helped found the station...it is entirely student operated, with the engineers the only paid staff...the audience is the community, rather than the campus...a student program director, with the help of the faculty advisor, reviews all programming matters and decisions.